

"Gender Mainstreaming - Shows and Magazine"
Khmer Women Voice Center (KWVC)

GRANT AMOUNT: \$19,898

PROJECT SUMMARY: The Khmer Women Voice Center (KWVC) will carry out the project "Gender Mainstreaming - Shows and Magazine" in Kampot province and Kep City. These two locations are former Khmer Rouge strongholds, where there is still little awareness of human and gender rights and where there are few opportunities for women. This project seeks to empower women through promoting awareness of gender equality and human rights among the general population.

The proposed Gender Mainstreaming (GM) shows will present vital human rights information during music and comedy shows. The popular format, known worldwide to be strongly effective, will be used here to benefit Cambodian women and society. The shows will be presented free of charge in public markets, drawing large crowds with lively, entertaining and varied programs. During the shows, facilitators will engage the audience on such women's rights issues as safety, voting, education, and decision-making. The facilitators will foster audience involvement through the use of information sheets and question-and-answer sessions with prizes. The programs will be inclusive of men and will tell positive as well as negative stories. In total, eight large public shows will be organized; two shows each in four districts. Two shows in each location will allow for follow up programs to deepen the impact. KWVC expects the shows to directly reach more than 10,000 people, with media coverage reaching thousands more.

Results and impact will be determined by follow-up and evaluation. Follow-up includes interviews and questionnaires after the first show at each site. The feedback will be used to tailor the format and content of the next show. Formal evaluation takes place after the second show, with careful review of the issues raised; deep discussion of any lasting questions; and formation of volunteer community groups to continue dissemination of information, monitoring, and contact with KWVC.

Magazines will disseminate gender-based information to schools, NGOs, and the general public in the target areas.

The magazines will interweave with the GM shows, gathering and spreading stories collected during the shows' development. Information on voting rights and procedures will be a major magazine topic.

GRANTEE BACKGROUND: KWVC was established in 1994, by the core members of the 1993 National Women's Summit, to work for gender equality and for the advancement of women in political, economic, social and cultural life. KWVC's main goals are to strengthen women's understanding of their respective rights and to promote understanding of the vital role women play in the development of the family, society, and the country. KWVC uses media programs, live shows, advocacy, lobbying, ministry and NGO links, and other approaches in implementing its various projects. KWVC activities include strengthening knowledge and respect of women's roles in family and society; helping women and girls understand their decision-making rights in the community and government; developing fair access for women to education, capacity building, health care, equitable employment, and effective legal protection; reduce and/or eliminate gender discrimination and violence; promoting family harmony as a partnership between men, women and children; and encouraging family strength with youth anti-drug campaigns.